

Name \_\_\_\_\_

Period \_\_\_\_\_

## **Presenting the Product**

### **Ch 14 Sec 2 – Objections and Rejections**

- \_\_\_\_\_ – concerns, \_\_\_\_\_, or other honest reasons a customer has for not making a purchase.
- \_\_\_\_\_ – \_\_\_\_\_ reasons for not buying
- Welcome and plan for objections – they \_\_\_\_\_ you through the sales process.

### **Common Objections**

- \_\_\_\_\_ – may be a \_\_\_\_\_
- \_\_\_\_\_ – concerns with \_\_\_\_\_
- \_\_\_\_\_ – past experiences with the \_\_\_\_\_
- \_\_\_\_\_ – “That’s \_\_\_\_\_ than I wanted to spend.”
- \_\_\_\_\_ – “I think \_\_\_\_\_ until July when these sandals are on sale.”

### **Process for Handling Objections**

- \_\_\_\_\_ Carefully – demonstrate \_\_\_\_\_
- \_\_\_\_\_ the Customer’s Objection – “I can see your point.”
- \_\_\_\_\_ the Objections – \_\_\_\_\_
- \_\_\_\_\_ the Objection – \_\_\_\_\_

### **Specialized Methods of Handling Objections**

\_\_\_\_\_ – bring the objection \_\_\_\_\_ the customer.

Customer: “This ski jacket is so lightweight, \_\_\_\_\_ possibly keep me warm.”

Salesperson: “It’s made of a \_\_\_\_\_ called Thinsulate which will keep you warmer than something heavier.”

\_\_\_\_\_ – question to \_\_\_\_\_ about the objections.

Customer: “I don’t think my friend will like this shirt.”

Salesperson: “\_\_\_\_\_ don’t you think she will like it?”

\_\_\_\_\_ – Admit disadvantages in certain products but then present superior points to \_\_\_\_\_ for them.

Customer: “Your \_\_\_\_\_ than your competitors.”

Salesperson: “That’s \_\_\_\_\_. We use \_\_\_\_\_ materials and our product will last longer.

\_\_\_\_\_ – use when the customer’s objection is based on \_\_\_\_\_

Customer: “This shirt will shrink.”

Salesperson: “No, it won’t shrink because the fabric is a \_\_\_\_\_.”

\_\_\_\_\_ – Show \_\_\_\_\_ a product.

Seeing is believing!

—Use when appropriate

\_\_\_\_\_ – using a previous customer or another neutral person who can give a \_\_\_\_\_ about the product.

Customer: “I’m not sure how this sofa will look in my house.”

Salesperson: “Well, Michelle King bought one just like it last month. \_\_\_\_\_”